

## ***Pick Your Path to Health***

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**Fact Sheet** (excerpted from The Office on Women's Health –“ The Health of Minority Women” Fact Sheet. For a complete version please visit [www.4woman.gov](http://www.4woman.gov)).

Of the 273.6 million persons living in the United States in 1999, almost 140 million (139.9 million) are female. Of this number, 39.6 million females are members of racial and ethnic minority groups. Although these women experience many of the same health problems as Caucasian women, as a group, they are in poorer health, they use fewer health services, and they continue to suffer disproportionately from premature death, disease, and disabilities. Many also face tremendous social, economic, cultural, and other barriers to achieving optimal health.

### **MINORITY WOMEN'S USE OF HEALTH SERVICES**

These systemic, economic, social, and cultural barriers reduce the use of health care services by minority women. Women of every racial/ethnic group, including Caucasian women, have low immunization rates for pneumonia and influenza. Women often do not get preventive health tests such as screenings for cervical cancer (Pap smears), mammograms, or blood pressure screenings. Moreover, the likelihood that minority women will get these preventive tests declines with their age.

#### **Pneumococcal and Influenza Vaccinations**

A single-dose pneumococcal vaccine is recommended for all adults 65 years of age and over because it provides protection against the adverse consequences of pneumonia. However, few women aged 65 and over have ever received a pneumococcal vaccination: only 23% of African American women and 19% of Hispanic women. (Of Caucasian women in this age group, 36% reported having received a pneumococcal vaccine.)

An annual influenza vaccination is also recommended for all persons 65 years of age and over. It offers substantial protection against complications from the influenza virus. Many women have not received an influenza vaccination—a flu shot—in the past year: 40% of African American women and 49% of Hispanic women. (The proportion of Caucasian women who had not received an influenza vaccine in the last year was similar: 40%.)

#### **Cervical Cancer Screenings**

Large percentages of minority women reported that they had *not* been screened for cervical cancer within the past year: 55% of Asian American women, 43% of Hispanic women, 37% of African American women, and 40% of American Indian/Alaskan Native women who reported to the Indian Health Service. (Of Caucasian women, 44% did not have a Pap smear during that period of time.)

Consequently, more African American women (63%) *had* a cervical cancer screening than any other group of females, including Caucasian women. Asian American women (45%) were the least likely to have had a Pap test of all women.

**Breast Cancer Screenings**

Of minority women aged 40 and over, many had not had a mammogram in the past two years: 54% of Asian American women, 52% of African American women, and 51% of Hispanic women. Of American Indian/Alaskan Native women aged 50 and over, 54% have not had a mammogram in the last 24 months. (Forty-four percent of Caucasian women aged 40 and over did not have a mammogram in the past two years.)

Among all women, a larger proportion of Caucasian women had a mammogram (56%) than did minority women. Among minority women, fewer than half in each racial/ethnic group reported having had a mammogram during the past two years.

**Blood Pressure Screenings**

A staggering 73% of American Indian/Alaskan Native women have not had a blood pressure screening in the past 12 months. Of Hispanic and Asian American women, 26% and 27%, respectively, have not had a blood pressure screening in the past 12 months. In contrast, 20% percent of Caucasian women and 18% of African American women reported that they have not had a blood pressure screening.

Among all women, American Indian/Alaskan Native women were the least likely to have had a blood pressure screening, with only 27% reporting that they have had such a test. A larger proportion of African American women (82%) have had a blood pressure screening in the past year than any other group of women.

**Mortality Rates**

(Note: A *mortality rate* is defined as the number of deaths in a given year per 100,000 persons in the population.)

- **African American women.** The four leading causes of death among African American women are, in order of prevalence, heart disease; all malignant neoplasms (cancer) combined; cerebrovascular diseases, including stroke; and diabetes. These women have higher mortality rates from a number of diseases than do Caucasian women, including heart disease, stroke, and most cancers.
- **American Indian/Alaska Native women.** The four leading causes of death among American Indian/Alaskan Native women are, in order of prevalence, heart disease, all cancers combined, unintentional injuries, and diabetes. These women have lower death rates from most major diseases than do Caucasian women, including cancer, stroke, and chronic obstructive pulmonary diseases. However, their mortality rates from motor vehicle-related injuries, diabetes, chronic liver disease (cirrhosis), and homicide are higher than those for Caucasian women.

- **Asian American/Pacific Islander women.** The four leading causes of death for Asian American/Pacific Islander women are, in order of prevalence, all cancers combined, heart disease, stroke, and unintentional injuries. These women have lower death rates from most major diseases than do Caucasian women, including heart disease, stroke, and AIDS. However, heart disease and stroke combined account for more than one-third (36%) of deaths. Their mortality rate from breast cancer and all cancers combined was the lowest of all population groups in 1997.
- **Hispanic women.** The four leading causes of death among Hispanic women are the same as for African American women: heart disease, all cancers combined, cerebrovascular diseases, and diabetes. Among Hispanic women, mortality rates from several diseases are lower than those of Caucasian women, including stroke, chronic obstructive pulmonary disease, and cancers of the respiratory system and breasts. Mortality rates from AIDS and homicide, however, are significantly higher for Hispanic women than Caucasian women.

### ***Risk Factors for Disease***

Unhealthy behaviors alone lead to more than 50% of the premature deaths in this country. The risk behaviors most often leading to premature death and disability are tobacco use, alcohol and drug use, poor diet, and physical inactivity. Many of these risk factors are serious issues for minority women.

- **American Indian/Alaska Native women** ages 18 and over were the most likely to smoke cigarettes (33%) of all women. However, 54% of American Indian women living on reservations have never smoked. In addition, smoking prevalence varies by reservation.
- Among minority women, **African American women** had the second highest percentage of current smokers (21.3%). More than one-third (38%) of African American women, however, have never tried smoking.
- Among **Hispanic women**, 13.7% reported current cigarette smoking, in contrast to 23.9% of Caucasian women. Hispanic women smoke less on a daily basis than do Caucasian women. Among Hispanic women, foreign-born women have much lower rates of smoking than U.S.-born Hispanic women.
- **Asian American women** are the least likely population to smoke (7.4%). In 1995, 73% of these women had never tried smoking. The prevalence of smoking among Asian American female subpopulations, however, ranged from a low of less than 1% among Vietnamese American women to a high of 19% among Japanese American women.

### **Body Weight.**

The National Institutes of Health (NIH) defines the term *overweight* as an excess amount of body weight for height—which includes muscle, bone, fat, and water—as determined by weight-for-height tables. *Obesity* is defined as the excess accumulation of body fat. For practical purposes, most women who are overweight are also obese. Doctors and scientists generally agree that women with more than 30% body fat are obese.

Body-mass index measures (BMI), which do not measure body fat, are used to determine if a person is at a desirable body weight. (BMI is found by dividing a person's weight in kilograms by height in meters squared.) When a woman's BMI exceed 27.3, that person is considered overweight. The degree of obesity associated with a particular BMI ranges from mild obesity at a BMI near 27, moderate obesity at 30, severe obesity at 35, to very severe obesity at 40 or greater. An estimated 41% of the population has a BMI greater than 25.

In 1988-94, almost half of all women (49.9%) between 20 and 74 years of age were defined as overweight. Overweight women are at increased risk for hypertension, heart disease, diabetes and some types of cancer.

- More than two-thirds (66.6%) of **African American women** between the ages of 20 and 74 were classified as overweight in 1988-94 and 37.6% were classified as obese. In contrast, almost one-half (48%) of Caucasian women were overweight and 23.5% were obese.
- According to the Indian Health Service, 62% of all **American Indian women** living on reservations and 63% of urban American Indian women are obese.
- Among subpopulations of **Hispanic women**, *Mexican American women* have the highest rate of overweight (67.8%) and obesity (34.6%). Hispanic immigrants who have lived in this country for less than 15 years are less likely to be obese (25%) than more acculturated immigrants (35%).
- **Asian American women**, in general, have the lowest rates of obesity. However, among subpopulations, the percentage of women who are obese ranges from 26% of Filipino American women to 13% of Chinese American women.

### **Physical Inactivity**

Research has shown that physical activity has many benefits for health. It can reduce the risk of certain chronic diseases, appears to relieve symptoms of depression, helps to maintain independent living, and enhances overall quality of life. Conversely, the lack of exercise can negatively affect one's health.

### **Alcohol Use**

Although the consumption of alcoholic beverages is illegal for those under 21 years of age, 10.5 million current drinkers (of the reported 113 million) were between the ages of 12 and 20 in 1998. Of this group, 5.1 million engaged in binge drinking, including 2.3 million who would also be classified as heavy drinkers. The rates of heavy drinking are highest among Hispanic (36%) and Caucasian (32%) female adolescents, in contrast to 13% of young African American females.

### **Illicit drug use.**

In 1995, more Caucasian women (32.9%) and African American women (23.2%) reported having used illicit drugs at some point in their lives than did Hispanic women (19.0%). Marijuana is the most popular illicit substance used by women, while others include inhalants, hallucinogens, tranquilizers, sedatives, and analgesics (a medication capable of reducing or eliminating pain).

## ***Pick Your Path to Health***

Although more Caucasian (9.2%) and Hispanic (4.6%) women have tried cocaine, African American women (4.2%) are more likely to be recent and frequent users of cocaine, especially the more addictive form of cocaine, crack cocaine.

### **HIV/AIDS**

Long considered a man's disease, HIV/AIDS is a rapidly growing public health problem among women, particularly minority women. The proportion of newly reported AIDS cases among adolescent and adult women has increased steadily, from 7% in 1985 to 24% in 1998. HIV infection/AIDS is the second leading cause of death among American women aged 25 to 44.

The epidemic has increased most dramatically among women of color. Among women with AIDS, African Americans and Hispanics account for more than three-fourths (77%) of all AIDS cases as of 1999, even though they represent less than one-fourth of the U.S. population. Among children with AIDS, these two population groups represent more than 80% of cases.

### **Psychiatric Disorders**

Several psychiatric disorders, including anxiety disorders and mood disorders, disproportionately strike females. Anxiety disorders, which include panic disorder, phobias, and obsessive-compulsive disorder, affect 16.4% of Americans. Twice as many females as males suffer from these disorders. Mood disorders—major depression, for example—afflict an estimated 7.1% of Americans. However, women between the ages of 18 and 45 comprise the majority of those with major depression. Among minority women, depression may be worsened by factors such as low education and income levels, lack of employment, acculturation difficulties for immigrants, marital and family problems, racism, and single parenthood.

### **Depression.**

- **Hispanic women** have the highest lifetime prevalence of depression (24%) of all women. Nearly twice as many Hispanic women reported being depressed (11%) as African American women (6%) and Caucasian women (5%). A 1993 survey found that *Hispanic women* were more likely to suffer from severe depression (53%) than Caucasian women (37%).
- **African American women** are less likely to have this disorder (16%) than are Caucasian women (22%). However, of those suffering from depression, almost half (47%) are afflicted with severe depression.
- Among **American Indian/Alaska Native female adolescents**, 14% were characterized as extremely sad and hopeless. Six percent displayed signs of serious emotional stress.
- A significant proportion of **Asian American women**, especially among the refugee population, suffer from psychiatric disorders. A disproportionate number of these older *Asian American/Pacific Islander women* commit suicide.

## ***Pick Your Path to Health***

### **Fact Sheet**

**Page 6**

### **Violence Against Women**

Violence is not linked specifically to racial or ethnic factors; however, it is linked to

socioeconomic status. Women with an annual family income less than \$10,000 were more likely to experience violence than those with a family income of \$10,000 or more.

- **African American women** are more likely to be the victims of violent crimes (56 cases per 1,000) than either Caucasian women (42 cases per 1,000) or Hispanic women (52 cases per 1,000). Between 1987 and 1991, they had the highest rate of aggravated assault (8 per 1,000). African American women also have the highest rate of violent victimizations by an acquaintance or friend.
- Among **American Indians/Alaska Native women** of all ages, the mortality rate from homicide was 5.1 per 100,000 persons in 1997. The rate of violent victimization was 98 per 1,000 females, a rate significantly higher than that found among all other women. Among the different age groups, violent crime rates were the highest (232 per 1,000 persons) for persons aged 18 to 24 in this population group. This violent crime rate was more than twice that found among Caucasians (101 per 1,000) and African Americans (105 per 1,000) of the same age.
- Among all women, **Hispanic women** are the third most likely group to be victims of violent crimes. Aggravated assault was more common among Hispanic women (7 per 1,000) than among Caucasian women (5 per 1,000). However, Hispanic women had a lower rate of victimizations by acquaintances or friends (10 per 1,000) than African American women (17 per 1,000) or Caucasian women (13 per 1,000).
- **Asian American/Pacific Islander women** are the least likely group to be victims of violent crime (21 per 1,000) among all women. In addition, persons aged 18 to 24 years old in this population group are the least likely to be victims of violent crime (41 per 1,000) than persons of the same age in other groups.

## ***Pick Your Path to Health***

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### **How-to's**

Enclosed in this Community Action Kit you will find sample media materials, including a press release, fact sheet, and sample opinion/editorial article, sample hand-out materials, public service announcements (PSAs) for each of the 12 monthly themes, and suggestions for working with other partners.

#### **How to Use a Press Release**

The press release, like the one included in this kit, is your basic tool for communicating with the media. Whether you are publicizing an upcoming event or drawing attention to an important issue related to the campaign message of *Pick Your Path to Health* or the 12 monthly themes, your release should be provocative and stimulate interest. It should also be connected to something concrete that is happening in your area. Including a local angle to any story you are trying to place with the media greatly increases the likelihood of getting coverage.

If you prefer to develop your own release, begin with an attention-grabbing headline and fill the text with supporting details and a quote from someone in your organization or another local expert or activist. You may find that somebody in your group has excellent writing and/or media experience and can help you with this and other media tasks.

When you have completed your release, check to be sure you have included the who, what, where, when, and why of the monthly *Pick Your Path to Health* theme. Then print the release on your letterhead and mail it 2 to 3 days ahead of the release date.

#### **How to Use Fact Sheets and Background Materials**

Sometimes you cannot include all the information you want to share in a one-page letter or press release. In this case, you may want to include the fact sheet provided in this kit with your mailings, or you may develop other background materials

For example, you might develop a one-page description of your organization and a list of experts who can speak about your specific *Pick Your Path To Health* theme to have ready for media requests.

Fact sheets can also serve to remind the press generally about the campaign's central theme—taking manageable steps to women's health—when related topics make the news in a local paper or TV station, or in a feature or style column. Fact sheets can also be used as the information basis of a poster, headline, or flier.

**How to Use Letters to the Editor and Opinion Editorials (Op-Eds)**

Every women's health-related article that appears in your local paper needs a response, be it praise, a critique, or additional information. Your response should be in the form of a letter to the editor, no more than one page in length, signed and mailed, hand delivered, or faxed a day or two after the article appears. You might also consider writing a letter to the editor whenever a recording, music video, movie, or entertainment television program includes negative health messages aimed at women. Assign a good writer to this task.

An opinion editorial, or op-ed, like the sample article provided in this kit, can be written and distributed at any time and does not have to be in response to a specific article or other product. The op-ed piece should be placed on your organization's letterhead over the signature of your chair, president, or CEO. If you decide to write your own op-ed article, read a few samples in your local paper to get a sense of what the paper is likely to accept and to better understand the paper's audience.

**How to Use Talking Points**

This kit provides national talking points, but you will want to create your own for local campaign purposes. Talking points are used primarily for interviews. The interviews might take place at a press conference during a question-and-answer session or at the end of a press conference during a one-on-one interview with a member of the media. These sessions typically come about in relation to the launch or announcement of a campaign.

Talking points can also be used by speech writers, who may not be as familiar with the details of a campaign as those directly involved in it. Talking points can also help a speaker target statements to the language, perspectives, problems, and concerns of different audiences, for instance, to a general adult audience and to a youth audience.

**How to Place Public Service Announcements**

Almost everyone listens to the radio, watches television, or reads a newspaper at one time or another. The PSAs provided in this kit are written for radio in 10, 15 and 30-second spots. Radio PSAs generally are inexpensive, easy to use, and easy to tailor to a local market. You might consider using these on a monthly basis since they have been tailored to fit the 12 monthly themes for the *Pick Your Path To Health* campaign.

You may also consider developing print PSAs, which are similar to other advertising but are generally run as a community service with no charge by the media. PSAs that stand



out among other PSAs provide succinct, straightforward, and accurate information. When developing your own PSA, determine what formats are acceptable to each outlet.

When you are ready to send your PSA, regardless of the format, write a cover letter about the campaign or use a pitch letter, like the one included in this kit, which can be modified to include mention of the accompanying PSA. If possible, in your cover letter connect the PSA to a local or national issue that is in the news, or a particular time of year, or a specific event. This connection will increase the possibility of placement.

### **Sample Media Pitch Letter**

May 8, 2000

Dear [Name of Reporter],

The most recent report on the nation's health, Healthy People 2010, released by the Department of Health and Human Services (HHS), showed health disparities among ethnic groups. These translate to women as well.

Consider the following facts and their impact on the community:

- **African American and Hispanic women account for 77 percent of all cases of HIV infection.**
- **Alcohol abuse is three times more common among Native American/American Indian women than among white women.**
- **Only 30 percent of Asian/Pacific Islander women have ever had a mammogram, yet cancer is the number one cause of death for Asian and Pacific Islanders.**
- **African American women have the highest death rates for breast cancer in the 30-69 age group, followed by Hawaiian and white non-Hispanic women.**

[Organization name] has joined forces with HHS' Office on Women's Health to help all women take manageable steps to better health by embarking on a campaign to educate women in [community name] about life-oriented actions they can easily take.

Please use the enclosed materials to get valuable information to your readers [or viewers or listeners]. If you have questions or need additional information about prevention efforts in [City or Community name], call [Organization name] at [phone].

Sincerely,  
[Your Name][Title]

## ***Pick Your Path to Health***

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### **Picks and Themes**

#### **Physical Activity:**

#### **Stay Active. Live Longer.**

##### *Actions:*

Walk don't ride.  
Turn on some music and dance!  
Take the stairs.  
Stroll before you shop.

#### **Overweight and Obesity:**

#### **Aim for a Healthy Weight**

##### *Actions:*

Skip the soda, drink water instead!  
Try broiled instead of fried.  
Fast food only on Fridays.  
Take healthy snacks to go.

#### **Tobacco Use:**

#### **Smoking: Costly to Your Lungs and Your Wallet**

##### *Actions:*

Cut back and then quit.  
Check out a smoking cessation class.  
Try quitting with a friend.  
Think about your family before you light up.

#### **Alcohol Use:**

#### **Know Your Limits.**

##### *Actions:*

Count your drinks. Stop at two.  
Call the National Clearinghouse on Alcohol and Drug Information at 1-800-729-6686 for more information.  
Find a local AA meeting (in phonebook) if you think you have a problem.  
Try a night on the town without alcohol.

#### **Drug Abuse:**

#### **Use and You Lose.**

##### *Actions:*

Look into a support group.  
Talk to your kids about the danger of drug use.  
Avoid the places and people that make you want to use.  
Offer your support to a friend that has a problem.

#### **Responsible Sexual Behavior:**

##### *Actions:*

#### **Think Before You Act.**

Get tested for sexually transmitted diseases.  
Don't drink and sex.  
Ask about your partner's sexual history.  
Call the National AIDS Hotline at 1-800-342-AIDS; Spanish: 1-800-344-7432.

#### **Mental Health:**

##### *Actions:*

#### **Lower Your Stress. Improve Your Health.**

Ask for help or accept it when offered.  
Change what you can, accept what you can't.  
Take it one step at a time.  
Call the Center for Mental Health Services Knowledge Exchange Network at 1-800-789-2647 for more information.

#### **Violence Prevention:**

##### *Actions:*

#### **Empower Yourself.**

Learn to protect yourself from random violence.  
Have someplace or someone you can call in a crisis.  
Walk away if you're in danger.  
Call the National Domestic Violence Hotline 1-800-799-SAFE or the National Center for Victims of Crime at 1-800-FYI-CALL.

#### **Immunization:**

##### *Actions:*

#### **Shots Aren't Only for Kids. Get Yours!**

Get a flu shot.  
Do you know your immunization history?  
Ask your doctor if you need shots.  
Create a family immunization record book.  
Call the National Immunization Information Hotline 1-800-232-0233 for more information.

#### **Health Care Access:**

#### **Your Health Matters.**

##### *Actions:*

Make an appointment for a check-up.  
Learn about your neighborhood health services.  
Call for health answers: 1-800-994-WOMAN.  
Visit [www.4woman.gov](http://www.4woman.gov) for health answers.

#### **Spirituality:**

#### **Find the Strength Within.**

##### *Actions:*

See the bigger picture—take a holistic approach to your health (balance of mind, body, and spirit).  
Start every day as a new beginning and congratulate yourself for small successes.  
Talk to different people about what gives them hope.  
Consider the glass half full and see where it takes you.

#### **Family:**

#### **Get Support from Those Who Care.**

##### *Actions:*

Call a family member or friend who's been out of touch.  
Do something nice for someone you love.  
Have fun with people you care about.  
Create a scrapbook with your most cherished memories.

## ***Pick Your Path to Health***

### **Healthy Picks for Partners**

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The following ideas can also be shared with other groups. To promote the theme of any month, many of the actions can be used, such as establishing a listserv, or asking commercial, public and university radio stations to run the public service announcements.

The suggestions below can be even more successful if you involve the media as part of your plan. For example, in December write a letter to the editor of the local newspaper on the theme of teaching responsible sexual behavior; or, in November submit an op-ed article to the local newspaper on the cost of smoking to women's health and pocketbooks. More information on how to work with the media is provided elsewhere in this kit.

#### *January – Spirituality: Find the Strength Within*

- ◆ Ask the local library to create a month-long display of books and titles related to women's spirituality and health; ask religious celebrants to mention it in services and newsletters throughout the month
- ◆ Ask chaplains at local hospitals, universities, and military bases to participate as discussants in a free seminar on "Women's Health and Spirituality" held at a secular location
- ◆ Share the campaign's healthy picks monthly listing and talking points with a place of worship and invite the pastor to incorporate them into weekly messages
- ◆ Ask places of worship to post campaign materials in meeting rooms
- ◆ Ask local camping and outdoor adventure stores to promote spirituality through nature
- ◆ Coordinate programs on meditation or movement that reduce stress

#### *February – Physical Activity: Stay Active. Live Longer.*

- ◆ Offer a "healthy heart" aerobics class to women through a local gym
- ◆ Start a "women's walkers club" at the local mall or shopping plaza
- ◆ Sponsor a women's community sports team
- ◆ Ask local gyms and community recreation centers to post campaign materials in locker rooms and public sites
- ◆ Create a parents' group and challenge your child's sports team to a scrimmage

#### *March – Overweight and Obesity: Aim for a Healthy Weight*

- ◆ Sponsor a lunchtime group through a local restaurant and provide healthy meals to each of the members
- ◆ Set out a basket of "Healthy Picks snacks" for clients
- ◆ Start a listserv and e-mail weekly menus and words of encouragement to participants
- ◆ Ask grocery stores and markets to post campaign materials by entrances
- ◆ Ask local businesses to provide fruit carts in the afternoon for their employees

#### *April – Alcohol Use: Know Your Limits*

- ◆ Partner with other local organizations to put on an alcohol-free dance
- ◆ Offer a “mocktails” bartending class for women through a local community college
- ◆ Ask local liquor stores to post campaign materials by cash registers
- ◆ Sponsor a free community roundtable discussion featuring owners of local bars and restaurants, substance abuse experts, and women’s health experts

#### *May – Mental Health: Lower Your Stress, Improve Your Health*

- ◆ Sponsor a support group for women that focuses on stress
- ◆ Partner with a local gym to offer yoga classes for women
- ◆ Ask schools and businesses to co-sponsor a series of women’s stress reduction workshops
- ◆ Ask a local hospital to conduct depression screenings
- ◆ Hold a book fair that makes mental health books available to women

#### *June – Health Care Access: Your Health Matters*

- ◆ Sponsor a women’s health fair
- ◆ Invite insurance companies to sponsor a “benefits workshop” at community centers
- ◆ Partner with a local hospital to offer mammograms at community clinics and places of worship
- ◆ Ask churches, markets, schools, and retail stores to post campaign materials
- ◆ Set up a volunteer program at a local clinic for underserved women

#### *July – Drug Abuse: Use and You Lose*

- ◆ Sponsor a young adults’ (ages 16-30) essay contest describing the effects of illegal drug use on women
- ◆ Lead an effort to paint a city mural with pro-women, anti-drug themes
- ◆ Ask owners of concert arenas and sporting stadiums to post campaign materials
- ◆ Provide talking points and other campaign materials to local law enforcement officials

#### *August – Family: Get Support from Those Who Care*

- ◆ Plan a community festival celebrating family and ask a mayor or county executive to be the keynote speaker
- ◆ Offer story-telling sessions where older members of the family share stories with community members and ask the local cable access television station to film it

- ◆ Work with a local photographer to offer discounted family portraits for traditional and extended family groups
- ◆ Write an article for the local newspaper about the link between family ties and women's health
- ◆ Organize a family hike day in your community

#### *September – Immunization: Shots Aren't Only for Kids. Get Yours!*

- ◆ Partner with a women's clinic to offer free or low-cost immunizations
- ◆ Ask the local board of education to include campaign materials for women with back-to-school bulletins on immunization requirements for their children
- ◆ Send a letter to the editor of the local newspaper or community magazine signed by several organizations stressing the importance of proper immunizations for women

#### *October – Violence Prevention: Empower Yourself*

- ◆ Encourage volunteer participation at a local women's shelter
- ◆ Sponsor an "open house" at your organization with representatives from local women's shelters and help publicize their services
- ◆ Partner with local hospitals, women's groups, churches, and others to hold an information fair at the local mall about violence against women
- ◆ Ask university radio stations to run the violence prevention PSAs included in this kit

#### *November – Tobacco Use: Smoking: Costly to Your Lungs and Your Wallet*

- ◆ Encourage a "smoke-out" within your organization and with partner organizations
- ◆ Write an article on the benefits of quitting and distribute it to partner organizations to include in their newsletters
- ◆ Sponsor a recognition ceremony for local groups and businesses that have made major strides in helping women to quit smoking

#### *December – Responsible Sexual Behavior: Think Before You Act*

- ◆ Create an advisory council of teens to advise adult community members on this issue as it relates to younger members of the community
- ◆ Sponsor an open town meeting, inviting women's health experts, local and national politicians, and reporters for local public broadcasting stations, newspapers, and other media
- ◆ Ask schools, universities, malls, pharmacies, and restaurants to post campaign materials

## ***Pick Your Path to Health***

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### **Sample Press Release**

FOR IMMEDIATE RELEASE  
[DATE]

Contact: [Name of press contact]

[Phone number]

### **NATIONWIDE CAMPAIGN PROMOTES SIMPLE STEPS TO WOMEN'S WELLNESS**

#### **Local Effort Led By [local organization's name]**

Recognizing that women have multiple demands on their time and energy, a new nationwide, community-based education campaign launching the week following Mother's Day will help them take simple and time-sensitive steps to improving their health.

Previous health campaigns emphasized long-term goals, such as losing weight or quitting smoking. In a departure designed to work with today's multi-tasking, multi-cultural society, this new approach will suggest specific, life-oriented action steps—such as taking the stairs instead of the elevator—in an effort to ease the path to wellness.

Dubbed *Pick Your Path to Health*, the new campaign from the U.S. Department of Health and Human Services Office on Women's Health will encourage health awareness among all women, but it will emphasize African American, Asian/Pacific Islander, Hispanic, and Native American/American Indian women.

Local efforts, led by [local organization's name], will include [list two or three major activities].

Research has demonstrated that despite the gains made in life expectancy in the United States over the past century, gaps in health outcomes persist among ethnic groups. For example, between African Americans and Caucasians, for which the most data is available, African American women are 25 percent more likely to die from heart disease and 86 percent more likely to die from a stroke.

[Quote here by local organization's top official on why this campaign is so important to all women.]

The public education campaign coincides with the kick-off of the newly declared National Women's Health Week, from May 14 to May 20, 2000, and begins on Mother's Day.



## ***Pick Your Path to Health***

### **Sample Press Release**

**Page 2**

Page 2

Press Release, *Pick Your Path to Health*

In keeping with Healthy People 2010, the nation's goals for this decade that were announced in January, *Pick Your Path to Health* will bring together key community-based activities with national efforts that are ultimately aimed at eliminating racial and ethnic disparities in health status.

The U.S. Office on Women's Health is working with local partners, such as [*local organization's name*], to provide assistance and develop educational events. Other communities can download the Community Action Kits from the Office of Women's Health web site. The kits will contain a national poster, materials on healthy picks for each month, fact sheets, and media materials.

[*Quote here from a prominent local person partnering with the local campaign activities.*]

More information about the campaign and National Women's Health Week is available from the Office on Women's Health web site: <http://www.4woman.gov>, or from the local offices of [*local organization's name*].

###

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

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#### **JANUARY**

##### **Spirituality: Find the Strength Within**

###### **10 Seconds:**

Do you know someone who seems to have inner peace or a truly positive outlook on life? You can have that too. It's easier than you might think to find the strength within. Call the U.S. Office on Women's Health at 1-800-994-WOMAN. Pick your path to health.

###### **15 Seconds:**

Do you know someone who seems to have inner peace or a truly positive outlook on life? You can have that too. It's easier than you might think to find the strength within. There are simple steps you can take to celebrate your spirituality. Call the U.S. Office on Women's Health at 1-800-994-WOMAN, or visit our web site at: [www.4woman.gov](http://www.4woman.gov), to see how simple it can be. Pick your path to health.

###### **30 Seconds:**

Do you know someone who seems to have inner peace or a truly positive outlook on life? You can have that too. As you start the new year, remember that it's easier than you might think to find the strength within. And research suggests that a positive attitude can boost your physical well being by balancing your mind, body, and spirit. Celebrate your spirituality by taking simple steps to a healthier you. Call the U.S. Office on Women's Health at 1-800-994-WOMAN, or visit our web site at: [www.4woman.gov](http://www.4woman.gov), to see how easy it can be. Pick your path to health.

#### **FEBRUARY**

##### **Physical Activity: Stay Active. Live Longer.**

###### **10 Seconds:**

Heart disease is the number one cause of death for women. Show your heart how much you care. Stay active. Live longer. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out how simple it can be. Pick your path to health.

###### **15 Seconds:**

Heart disease is the number one cause of death for women and your racial, ethnic and cultural background may put you at a greater risk for heart disease. Show your heart how much you care. Stay active. Live longer. Call 1-800-994-WOMAN or visit our web site at: [www.4woman.gov](http://www.4woman.gov) to find out how simple it can be. Pick your path to health.

###### **30 Seconds:**

Heart disease is the number one cause of death for women regardless of their background and your racial, ethnic and cultural background may put you at a greater risk for heart disease. Smoking, high blood pressure, high cholesterol, obesity, lack of physical activity, and family history can contribute to your risk. Show your heart how much you care. Stay active. Live longer. There are simple steps you can take to a healthier you. Call the U.S. Office on Women's Health at 1-800-994-WOMAN or visit our web site at: [www.4woman.gov](http://www.4woman.gov) to find out how easy it can be. Pick your path to health.

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

**Page 2**

#### **MARCH**

##### **Overweight and Obesity: Aim for a Healthy Weight**

10 Seconds:

Did you know that about 40 percent of adult women are overweight and have a greater risk for hypertension, heart disease, diabetes and some types of cancer? Find a weight you and your doctor agree is right for you. Then aim for a healthy weight using simple steps. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out how easy it can be. Pick your path to health.

15 Seconds:

Did you know that overweight women have a greater risk for hypertension, heart disease, diabetes and some types of cancer? About 40 percent of adult women are overweight, but many more women believe they are when they compare themselves to models on television and in magazines. Find a weight you and your doctor agree is right for you. Then aim for a healthy weight using simple steps. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out how easy it can be. Pick your path to health.

30 Seconds:

Did you know that overweight women have a greater risk for hypertension, heart disease, diabetes and some types of cancer? About 40 percent of adult women are overweight, but many more women believe they are when they compare themselves to models on television and in magazines. Before you try a drastic weight-loss diet to get the ideal look, find a weight you and your doctor agree is right for you. Then aim for a healthy weight using simple steps. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out how easy it can be. Pick your path to health.

#### **APRIL**

##### **Alcohol Use: Know Your Limits**

10 Seconds:

Are you dying for a drink? Death rates among women alcoholics are 50 to 100 percent higher than alcoholic men's rates, even though women are less likely to use or abuse alcohol. Know your limits. Call the U.S. Office on Women's Health at 1-800-994-WOMAN. Pick your path to health.

15 Seconds:

Are you dying for a drink? Death rates among women alcoholics are 50 to 100 percent higher than alcoholic men's rates, even though women are less likely to use or abuse alcohol. Know your limits. Alcohol abuse is a serious health concern for women of all races and ethnic backgrounds. Call the U.S. Office on Women's Health at 1-800-994-WOMAN. Pick your path to health.

30 Seconds:

Are you dying for a drink? Death rates among women alcoholics are 50 to 100 percent higher than alcoholic men's rates, even though women are less likely to use or abuse alcohol. Alcohol abuse is a serious health concern for all women, but your racial, ethnic and cultural background may make put you at a higher risk. Know your limits. Five or more drinks at least once in the past month is considered heavy use. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to learn about simple steps you can take. Pick your path to health.

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

**Page 3**

#### **MAY**

##### **Mental Health: Lower Your Stress, Improve Your Health**

###### **10 Seconds:**

It's spring. Take time to enjoy the flowers. Studies show women are more likely to suffer from stress-related mental disorders than men, which are often aggravated by juggling too many responsibilities. Lower your stress, improve your health. Call the U.S. Office on Women's Health at 1-800-994-WOMAN.

###### **15 Seconds:**

It's spring. Take time to enjoy the flowers. Studies show women are more likely to suffer from stress-related mental disorders than men, which are often aggravated by juggling too many responsibilities. You can take a step to improved health by lowering your stress, whether it's from work and family overload or something else. Call the U.S. Office on Women's Health at 1-800-994-WOMAN.

###### **30 Seconds:**

It's spring. Take time to enjoy the flowers. Studies show women are more likely to suffer from stress-related mental disorders than men, which are often aggravated by juggling too many responsibilities and not taking time out for themselves. Women of all backgrounds can be affected, but your racial, ethnic and cultural background may put you at higher risk for depression. And depression, panic disorders, and social phobias can lead to serious physical problems. One step you can take to improve your health is to lower your stress. Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out how easy it can be. Pick your path to health.

#### **JUNE**

##### **Health Care Access: Your Health Matters**

###### **10 Seconds:**

As a woman, you do so much for so many. But your health matters too. Most women don't get the preventive health tests they need. Make an appointment for a check-up. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Pick your path to health.

###### **15 Seconds:**

As a woman, you do so much for so many. But your health matters too. Most women don't get the preventive health tests that could save their lives. Here's a reminder for a simple step you can take: make an appointment for a check-up. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Find out how easy it can be. Pick your path to health.

###### **30 Seconds:**

As a woman, you do so much for so many. But your health matters too. Most women don't get the preventive health tests that could save their lives. Tests like mammograms for breast cancer, Pap smears for cervical cancer, or blood pressure screening. And as they get older, women may be even less likely to take these steps. Your racial, ethnic, or cultural background can also put you at greater risk for certain diseases. Here's a reminder for a simple step you can take to improve your health: make an appointment for a check-up. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov). Pick your path to health.

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

**Page 4**

#### **JULY**

##### **Drug Abuse: Use and You Lose**

10 Seconds:

Do you know the ugly truth about illegal drugs? Almost 40 percent of users are women. Women with families, futures, and faces. Women with so much to lose. Illicit drugs can kill. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Pick your path to health.

15 Seconds:

The ugly truth about illegal drugs is that almost 40 percent of users are women. Women with families, futures, and faces. Women with so much to lose. Illicit drugs can kill. But there are simple steps you can take to improve your health. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Pick your path to health.

30 Seconds:

The ugly truth about illegal drugs is that almost 40 percent of users are women. Women with families, futures, and faces. Women with so much to lose. Illicit drugs can kill. Illegal drug use can also lead to sexually transmitted diseases, like AIDS, and it can harm your baby. But there are simple steps you can take to improve your health. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov). Pick your path to health.

#### **AUGUST**

##### **Family: Get Support From Those Who Care**

10 Seconds:

You want to be around for a long time—for yourself and your family. When you need help, why not start a family reunion and get support from those who care? Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out about simple steps you take. Pick your path to health.

15 Seconds:

You want to be around for a long time—for yourself and your family. When you need help, why not start a family reunion and get support from those who care, whether they are your blood relatives or your extended circle of friends? Call the U.S. Office on Women's Health at 1-800-994-WOMAN to find out about simple steps you take. Pick your path to health.

30 Seconds:

You want to be around for a long time—for yourself and your family. Take a simple step to health by reaching out to the people you care about, and letting them reach out to you. Doing something nice for someone you love can boost your attitude and energy. When you need help, why not plan a family reunion and get support from those who care, whether they are your blood relatives or your extended circle of friends? Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov). Pick your path to health.

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

**Page 5**

#### **SEPTEMBER**

##### **Immunization: Shots Aren't Only for Kids. Get Yours!**

10 Seconds:

It's important to prevent childhood diseases with immunizations. But it's important to protect grown-ups too. Do you know your own immunization history? Shots aren't just for kids. Get yours! Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov).

15 Seconds:

It's important to prevent childhood diseases with immunizations. But it's important to protect grown-ups too. Do you know your own immunization history? Shots aren't just for kids. Get yours! Ask your doctor if you should have any. Sickness like the flu can be prevented or made less serious and it's a simple step you can take to improve your health. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers.

30 Seconds:

It's important to prevent childhood diseases like chicken pox with immunizations. But it's important to protect grown-ups too. Do you know your own immunization history? Shots aren't just for kids. Get yours! Ask your doctor if you should have any immunizations. A sickness like the flu can be prevented or made less serious and it's a simple step you can take to improve your health. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov). Pick your path to health.

#### **OCTOBER**

##### **Violence Prevention: Empower Yourself**

10 Seconds:

Are you in a violent relationship or in danger of being raped, assaulted or robbed? Are you aware that half of all rapes and sexual assaults against women are done by people they know as friends or acquaintances? Empower yourself. There are simple steps you can take. Call the U.S. Office on Women's Health at 1-800-994-WOMAN.

15 Seconds:

Are you in a violent relationship? Are you aware that half of all rapes and sexual assaults against women are done by people they know as friends or acquaintances? Empower yourself. There are simple steps you can take to protect yourself and get to a healthier place. Call the U.S. Office on Women's Health at 1-800-994-WOMAN. Pick your path to health

30 Seconds:

Are you in a violent relationship? Are you aware that half of all rapes and sexual assaults against women are done by people they know as friends or acquaintances? There are simple steps you can take to protect yourself and get to a healthier place. Empower yourself. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for more information. Or visit the web at: [www.4woman.gov](http://www.4woman.gov) to find out how easy it can be to pick your path to health.

## ***Pick Your Path to Health***

### **Public Service Announcements (PSAs)**

**Page 6**

#### **NOVEMBER**

##### **Tobacco Use: Smoking: Costly to Your Lungs and Your Wallet**

10 Seconds:

You wouldn't let your daughter date a killer, would you? More women are getting lung cancer because more women and girls are smoking. It's costly to your lungs and your wallet. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Pick your path to health.

15 Seconds:

You wouldn't let your daughter date a killer, would you? More women are getting lung cancer because more women and girls are smoking. It's costly to your lungs and your wallet. There are simple steps you can take to quit. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov) to find out how easy it can be. Pick your path to health.

30 Seconds:

Why are more women than ever getting lung cancer? Because more girls than ever are smoking. Smoking tobacco also contributes to stroke and heart disease, the number one killer of women. You wouldn't let your daughter date a killer would you? Don't let her spend her time or money on one either. There are simple steps you can take to quit. Smoking: it's costly to your lungs and your wallet. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers, or visit our web site at: [www.4woman.gov](http://www.4woman.gov) to find out how easy it can be. Pick your path to health.

#### **DECEMBER**

##### **Responsible Sexual Behavior: Think Before You Act**

10 Seconds:

It's hard to believe that the number of women getting AIDS is still increasing steadily. But it is. The epidemic is threatening more women and girls than ever before, especially those who are of certain racial, ethnic and cultural backgrounds. Think before you have sex. Call the U.S. Office on Women's Health at 1-800-994-WOMAN.

15 Seconds:

It's hard to believe that the number of women getting AIDS is still increasing steadily. But it is. The epidemic is threatening more women and girls than ever before, especially those who are of certain racial, ethnic and cultural backgrounds. Think before you have sex. There are simple steps you can take to prevent getting sick. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers.

30 Seconds:

It's hard to believe that the number of women getting AIDS is still increasing steadily. But it is. The epidemic is threatening more women and girls than ever before, especially those who are of certain racial, ethnic and cultural backgrounds. Think before you have sex. There are simple steps you can take to prevent getting sick from HIV or other sexually transmitted diseases. Call the U.S. Office on Women's Health at 1-800-994-WOMAN for health answers. Or visit the web at: [www.4woman.gov](http://www.4woman.gov). Pick your path to health.

## ***Pick Your Path to Health***

### **Op-Ed/Sample Article**

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#### **Women of All Colors Can Create Their Own Paths to Health**

By (\_\_\_\_\_ fill in with local person)

Women of color are often at higher risk for major diseases such as heart disease, cancer, diabetes, and depression, than the majority population. Yet it is clear that there are simple steps women can take to begin to improve their health and ultimately lower the chance of dying from disease, *if* they are informed.

This is the goal behind a new national public health campaign from the U.S. Department of Health and Human Services entitled *Pick Your Path To Health*, that is being implemented in this area at the (\_\_\_\_\_ name of institution).

As Surgeon General David Satcher said in announcing the nation's health goals for the 2010 decade, the greatest opportunity for reducing health disparities is to provide all people with the skills, education, and care they need to make informed health decisions.

While disparities can be due to multiple factors—for example, late stage of disease at diagnosis, biologic and genetic differences, and environmental risk factors--there is much that women can do to help themselves start on a path to healthy living. Personal action is not a cure for the major diseases threatening women today. That effort must be taken up by research, better access to health care, and other social changes. But personal action is a good beginning.

In fact, there are many first steps that a woman can take to lower her individual risk, from having a screening test to walking more or taking the stairs to including fruits and vegetables in her diet. This seems like a “common sense” approach to improving health, but women need to be reminded that developing healthy habits occurs one step at a time, one day at a time, and certainly, one woman at a time.

It can be overwhelming to hear messages calling for major changes like: “lose weight,” “eat nutritional foods,” or “avoid alcohol and illegal drugs.” It is more realistic to advise: “count your drinks and stop at two,” or “skip the soda, drink water instead.” These are just a few examples. This national campaign has identified twelve action areas where women can choose key steps to improve their health: physical activity, overweight and obesity, tobacco use, alcohol use, drug abuse, responsible sexual behavior, mental health, violence prevention, immunization, health care access, spirituality, and family.

The prominent health issues facing women vary from one ethnic group to the next, and they present different and competing risks. Many subgroups make up the vast diversity within each of these multifaceted populations of women. But they all can benefit through just one or two key actions that will put them on their own unique paths to better health.



## ***Pick Your Path to Health***

### **Talking Points for Community Action Kit**

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#### **Main Messages:**

This campaign was created both to address the disparities among women of different ethnic groups and to provide workable health messages to all women.

Health messages have long been too vague and overwhelming, and often are not realistic for women's busy lives.

This campaign will help women take manageable actions to improve their health.

#### **Supporting points:**

Healthy People 2010 (the nation's agenda for health in the next decade) showed key health disparities between minority women and white women.

African American women are 25 percent more likely to die from heart disease than white women.

Native American/American Indian women have three times the risk of alcohol abuse than white women.

Hispanic women were eight times more likely to become infected with HIV than non-Hispanic white women.

Asian/Pacific Islander women are less likely to have preventive screenings for disease such as breast and cervical cancer, although cancer is the number one cause of death for Asians and Pacific Islanders.

African American women have the highest death rates for breast cancer in the 30-69 age group, followed by Hawaiian and white non-Hispanic women.

Women tend to be the caretakers in our society—of children, spouses, parents, grandparents, friends and neighbors—often caring for others before themselves.

This campaign offers health picks for each month to make it easy for women to incorporate simple steps into their busy lives, such as taking the stairs to increase their daily physical activity.

Monthly themes will focus on: spirituality (January), physical activity (February), overweight and obesity (March), alcohol (April), mental health (May), health care access (June), drug abuse (July), family (August), immunization (September), violence (October), tobacco (November), and responsible sexual behavior (December).

National partners contributing valuable time and effort to the campaign include the following: Heart and Soul, Latina, the Organization of Chinese American Women, the Minority Health Professions Foundation – among many other organizations.

## ***Pick Your Path to Health***

### **National Women's Health Week Fact Sheet**

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#### **What is National Women's Health Week?**

National Women's Health Week is a national effort by an alliance of organizations to raise awareness about manageable steps women can take to improve their health. The focus is on the importance of incorporating simple preventative and positive health behaviors into everyday life. It encourages awareness about key health issues among all women, and especially African American, Asian/Pacific Islander, Hispanic, and Native American/American Indian women, since recent research has shown there are significant health disparities among these groups compared to white women.

#### **When is National Women's Health Week?**

The week will start Mother's Day and end on the following Saturday, a time when there is much attention already being focused on women. This charter year, it will occur May 14– May 20, 2000.

#### **Where is National Women's Health Week?**

Across America—in communities, neighborhoods, towns, cities, counties, the Internet, job sites, places of worship, recreation centers and wherever people choose to celebrate the role of good health practices in the lives of women.

#### **Who participates in National Women's Health Week?**

National women's groups, local and national health organizations, businesses, social service agencies, and others will participate in a national education campaign aimed at increasing awareness of the week and its goals. In short, it will include anyone who wants to help make women's health a top priority. Founding partners of National Women's Health Week hope that each year it is celebrated more groups will join in a groundswell of activity that will lead to healthier women and a healthier America.

Why celebrate National Women's Health Week? When women take even the simplest steps to improve their health, the results can be significant. But women need to be able to choose the most effective steps for their individual lifestyles and circumstances. They need to be informed and take responsible actions to improve their own health. For example, heart disease is the number one killer of all women, but for Asian Americans and Pacific Islander women, cancer is the number one cause of death. When it comes to lung cancer, however, white women have the highest mortality rate from lung cancer among all women. At the same time, African American women have the highest mortality rates from heart disease of all women. Stroke is the third leading cause of death for American women, but it occurs at a higher rate among African American and Hispanic women compared with white women.

These differences show the importance of taking appropriate health actions based on individual backgrounds and risk factors.

**How can your business or group get involved in National Women's Health Week?**

The founding partners have planned a series of activities for the week, many of which can be exported to local businesses and groups. For more information, contact the National Women's Health Information Center at (800) 994-WOMAN, or visit their website at <http://www.4woman.gov/>.

## ***Pick Your Path to Health***

### **Creating Resolutions and Proclamations**

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Resolutions and proclamations are highly effective ways to involve your local city council or mayor in National Women's Health Week and provide a forum to spread your message. This activity is geared primarily toward local partners, whose local efforts will benefit the most from the endorsement of municipalities.

Resolutions and proclamations help to record the week and your organization's accomplishments in the records of your town, county, or city. Following this page are examples of both a proclamation and resolution. Both can be used, but one may be more applicable to your local government.

The process for putting forth a resolution can vary from place to place, but generally you follow these steps:

- ◆ Contact your city council representative and find out if they would be interested in introducing this resolution before the council.
- ◆ Once you have confirmed that they will, provide information about National Women's Health Week and your organization's programs to the city council. The resolution will then be introduced for a vote.

A proclamation is slightly different because it is introduced for a vote, and is signed by only one person, usually the mayor. The process is similar to that of a resolution:

- ◆ Send a formal letter to the mayor's office asking if he or she would be interested in signing a proclamation for National Women's Health Week.
- ◆ Provide information about your organization's programs as well as your plans for the week.
- ◆ Follow up with her or his office.
- ◆ If the mayor agrees to participate,
  - Be sure to alert the media, and
  - Invite partners and community leaders to the signing

ANYTOWN  
USA

## **Resolution**

Whereas, National Women's Health Week was initiated in 2000 by an alliance of private organizations dedicated to raising awareness of women's health issues;

Whereas, The formal introduction of National Women's Health Week occurred in the spring of 2000 and began an annual, national celebration held the week before and following Mother's Day Sunday;

Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;

Whereas, National Women's Health Week celebrates the efforts of local organizations working with partners and volunteers to improve awareness of key women's health issues; and

Whereas, INSERT YOUR ORGANIZATION'S NAME, a National Women's Health Week organization, has worked in the town of INSERT TOWN NAME, USA, for \_\_\_\_ years/months.

Now, Therefore, Be It Resolved by the Council of the City of \_\_\_\_\_, USA, as follows:

This council hereby declares the week following Mother's Day—  
Sunday May 14 through Saturday May 20, 2000—

### **NATIONAL WOMEN'S HEALTH WEEK**

In the city of ANYTOWN, USA, and urges all citizens to participate in the activities planned by INSERT YOUR ORGANIZATION'S NAME.

This Resolution was passed and approved by the Council of the City of ANYTOWN, USA, this \_\_\_\_ day of May 2000.

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Mayor

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City Clerk

ANYTOWN  
USA

## Proclamation

- Whereas, National Women's Health Week is being initiated in the dawn of the new millennium by a coalition of public and private organizations dedicated to raising awareness of women's health issues;
- Whereas, From this day forward National Women's Health Week will occur in the spring with an annual celebration held the week following Mother's Day;
- Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;
- Whereas, National Women's Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women's health issues; and
- Whereas, The coalition has chosen Washington, DC, the nation's capitol, to officially launch this national campaign.

Now, Therefore, I, \_\_\_\_\_, Mayor of \_\_\_\_\_, on behalf of the **Pick Your Path to Health National Coalition**, do hereby proclaim the week following Mother's Day — Sunday May 14 through Saturday May 20, 2000 — to be

### NATIONAL WOMEN'S HEALTH WEEK

In the \_\_\_\_\_, and urge all citizens to participate in the activities planned hereforth.

In Testimony Whereof, I have hereunto set my hand and caused to be affixed the Seal of \_\_\_\_\_, this \_\_\_\_ day of May 2000.

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Mayor

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City Clerk

## ***Pick Your Path to Health***

### **Women's Health Resources**

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#### **For more information...**

National Women's Health Information Center  
Phone: (800) 994-WOMAN (800) 994-9662  
TDD: 1-888-220-5446  
Web: <http://www.4woman.gov/>

Administration for Children and Families  
Phone: (202) 401-9215  
E-mail: [acyfcomments@acf.dhhs.gov](mailto:acyfcomments@acf.dhhs.gov)  
Web: <http://www.acf.dhhs.gov/>

National Center for Education in Maternal and Child Health  
Phone: (703) 524-7802  
E-mail: [info@ncemch.org](mailto:info@ncemch.org)  
Web: <http://www.ncemch.org>

National Council of Women's Organizations  
Phone: 202-331-7343  
E-mail: [info@womensorganizations.org](mailto:info@womensorganizations.org)

National Women's Health Resource Center  
Phone: (732) 828-8575 or (877) 986-9472  
E-mail: [natlwhrc@aol.com](mailto:natlwhrc@aol.com)  
Web: <http://www.healthywomen.org>

Office of Research on Women's Health  
Phone: (301) 402-1770  
Web: <http://www4.od.nih.gov/orwh/index.html>

Society for Women's Health Research  
Phone: (202) 223-8224  
E-mail: [information@womens-health.org](mailto:information@womens-health.org)  
Web: <http://www.womens-health.org>

Women's Health Initiative  
Phone: (301) 402-2900  
Web: <http://www.nhlbi.nih.gov/nhlbi/whi1/>

Women's Health Interactive  
Phone: (970) 282-9437  
E-mail: [marilyn@womens-health.com](mailto:marilyn@womens-health.com)  
Web: <http://www.womens-health.com/>

#### ***Women of Color***

Office of Minority Health Resource Center  
Phone: (800) 444-6472  
Web: <http://www.omhrc.gov>

Office of Minority and Women's Health  
Phone: (301) 594-4490  
E-mail: [info@omhrc.gov](mailto:info@omhrc.gov)  
Web: <http://158.72.105.163/cc/>

Office of Research on Minority Health  
Phone: (301) 402-1366

*African American Women*  
National Black Women's Health Project  
Phone: (202) 543-9311  
E-mail: [nbwhp@nbwhp.org](mailto:nbwhp@nbwhp.org)  
Web: <http://www.nbwhp.org/>

Black Women's Health Online  
Web: <http://www.blackwomenshealth.com/>

*Asian American Pacific Islander Women*  
Association of Asian Pacific Community Health Organizations  
Phone: (510) 272-9536  
Web: <http://www.aapcho.org>

National Asian Women's Health Organization  
Phone: (415) 989-9747  
Web: <http://www.nawho.org>

Asian Pacific Islander American Health Forum  
Phone: (415) 954-9988  
Web: <http://www.apiahf.org>



### *Latina Women*

National Latina Health Organization/Organizacion  
Nacional de la  
Salud de la Mujer Latina  
Phone: (510) 534-1362  
E-mail: latinahlth@aol.com  
Web: <http://clnet.ucr.edu/women/nlho/>

National Coalition of Hispanic Health and Human  
Services  
Phone: (202) 387-5000  
E-mail: [info@cossmho.org](mailto:info@cossmho.org)  
Web: <http://www.cossmho.org>

### *Native American Women*

Administration for Native Americans  
Phone: (202) 690-7776  
E-mail: [ana@acf.dhhs.gov](mailto:ana@acf.dhhs.gov)  
Web: <http://www.acf.dhhs.gov/programs/ana>

Indian Health Service  
Phone: (301) 443-1840  
Web: <http://www.ihs.gov>

Native American Women's Health Education  
Resource Center  
Phone: (605) 487-7072  
E-mail: [nativewoman@igc.apc.org](mailto:nativewoman@igc.apc.org)  
Web: <http://www.nativeshop.org/nawherc.html>

National Indian Health Board  
Phone: (303) 759-3075  
Web: <http://www.nihb.org>

### **Alcohol and Drug Abuse**

National Clearinghouse for Alcohol and Drug  
Information  
Phone: (800) 729-6686  
E-mail: [info@health.org](mailto:info@health.org)  
Web: <http://www.health.org/>

### **Health Care/Immunization**

Bureau of Primary Health Care  
Phone: (301) 594-4100 or (800) 400-2742  
E-mail: [feedback@hrsa.dhhs.gov](mailto:feedback@hrsa.dhhs.gov)  
Web: <http://www.bphc.hrsa.dhhs.gov/>

### **Nutrition, Diet, and Weight Loss**

Center for Food Safety and Applied Nutrition  
Phone: (800) 332-4010  
E-mail: [oco@fdacf.ssw.dhhs.gov](mailto:oco@fdacf.ssw.dhhs.gov)  
Web: <http://vm.cfsan.fda.gov/list.html>

Centers for Disease Control and Prevention's  
National Immunization Information Hotline  
Phone: (800) 232-2522  
(800) 232-0233 Spanish  
Web: <http://www.cdc.gov/nip/>

Maternal and Child Health Bureau  
Phone: (301) 443-0205  
E-mail: [nmchc@circsol.com](mailto:nmchc@circsol.com)  
Web: <http://www.mchb.hrsa.gov/>

### **Physical Activity**

American Alliance for Health, Physical  
Education Recreation and Dance  
Phone: (800) 213-7193  
E-mail: [Info@aahperd.org](mailto:Info@aahperd.org)  
Web: <http://www.aahperd.org>

American Council on Exercise  
Phone: (800) 825-3636  
Web: <http://www.acefitness.org>

President's Council on Physical Fitness and  
Sports  
Phone: (202) 690-9000;  
Web:  
<http://www.surgeongeneral.gov/ophs/pcpfs.htm>

### **Mental Health**

Center for Mental Health Services Knowledge  
Exchange Network  
Phone: (800) 789-2647  
E-mail: [ken@mentalhealth.org](mailto:ken@mentalhealth.org)  
Web: <http://www.samhsa.gov/cmhs/cmhs.htm>

National Institute of Mental Health  
Phone: (301) 443-4513  
E-mail: [nimhinfo@nih.gov](mailto:nimhinfo@nih.gov)  
Web: <http://www.nimh.nih.gov>

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Office on Smoking and Health  
Phone: (770) 488-5705 or (888) 232-3228  
E-mail: [ccdinfo@cdc.gov](mailto:ccdinfo@cdc.gov)  
Web: <http://www.cdc.gov/tobacco/>

**Food and Nutrition Information Center**

Phone: (301) 504-5719

E-mail: [fnic@nal.usda.gov](mailto:fnic@nal.usda.gov)

Web: <http://www.nal.usda.gov/fnic/>

**National Heart, Lung, and Blood Institute**

Phone: (301) 592-8573

E-mail: [NHLBIinfo@rover.nhlbi.nih.gov](mailto:NHLBIinfo@rover.nhlbi.nih.gov)

Web: <http://www.nhlbi.nih.gov/index.htm>

**Weight-control Information Network (WIN)**

Phone: (800) WIN-8098

E-mail: [WIN@info.niddk.nih.gov](mailto:WIN@info.niddk.nih.gov)

Web: <http://www.niddk.nih.gov/health/nutrit/win.htm>

**Tobacco****National Cancer Institute**

Phone: (800) 332-8615

E-mail: [cisocc@nih.gov](mailto:cisocc@nih.gov)

Web: <http://www.nci.nih.gov>

**National Center for Chronic Disease Prevention and Health Promotion**

Phone: (770) 488-4751

E-mail: [ccdinfo@ccdodl.em.cdc.gov](mailto:ccdinfo@ccdodl.em.cdc.gov)

Web: <http://www.cdc.gov/nccdphp>

**National Oral Health Information Clearinghouse**

Phone: (301) 402-7364

E-mail: [nidr@aerie.com](mailto:nidr@aerie.com)

Web: <http://www.aerie.com/nohicweb>

**Local Partners****Brigham & Women's Hospital****Harvard Medical School CoE**

Contact: JudyAnn Bigby, MD

Phone: (617) 732-5759

Web: <http://www.hmcnet.harvard.edu/coe/>

**Indiana University School of Medicine CoE**

Contact: Pamela Perry

Phone: (317) 274-7722

E-mail: [pperry@iupui.edu](mailto:pperry@iupui.edu)

Web: <http://www.iupui.edu/~womenhlt/>

**Magee Women's Hospital****University of Pittsburgh CoE**

Contact: Diane Lewis

Phone: (412) 641-1861

Web: <http://www.magee.edu/cewh2.htm>

**Violence****Children's Safety Network**

Phone: (617) 969-7100

E-mail: [csn@edc.org](mailto:csn@edc.org)

Web: <http://www.edc.org/HHD/csn/>

**Division of Violence Prevention Internet Resources**

Phone: (770) 488-4410

E-mail: [DVPINFO@cdc.gov](mailto:DVPINFO@cdc.gov)

Web: <http://www.cdc.gov/ncipc/dvp/dvp.htm>

**National Center for Injury Prevention and Control**

Phone: (770) 488-1506

E-mail: [OHCINFO@cdc.gov](mailto:OHCINFO@cdc.gov)

Web: <http://www.cdc.gov/ncipc/>

**National Clearinghouse on Child Abuse and Neglect Information**

Phone: (800) 394-3366

E-mail: [nccanch@calib.com](mailto:nccanch@calib.com)

Web: <http://www.calib.com/nccanch>

**National Domestic Violence Hotline**

Phone: 800-799-SAFE

E-mail: [ndvh@ndvh.org](mailto:ndvh@ndvh.org)

Web: <http://www.ndvh.org>

**University of Washington Center of Excellence in Women's Health**

Contact: Emily Wong, MD

Phone: 206-598-8986

**University of Texas Health Science Center at San Antonio****Medical Hispanic Center of Excellence**

Contact: Martha Medrano, MD

Phone: 210-567-5480

E-mail: [medranom@uthscsa.edu](mailto:medranom@uthscsa.edu)

## ***Pick Your Path to Health***

### **Campaign Partners**

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- American Council on Exercise
- American College of Nurse Midwives\***
- American Federation of State, County, and Municipal Employees
- American Federation of Teachers, Human Rights Department
- American Foundation for AIDS Research
- American Medical Women's Association\***
- American Nurses Association
- American Physical Therapy Association
- American Refugee Committee
- ASPIRA Association, Inc
- Association for Women in Science
- Association of Asian/Pacific Community Health Organizations
- Association of Black Cardiologists, Inc.\***
- Association of Women's Health, Obstetrics and Neonatal Nurses
- B. Smith's
- Black Women's Agenda, Inc.
- CDC Office of Women's Health\***
- Center for Women Policy Studies
- Church Women United
- D.C. Department of Health - Project Wish\***
- Family Violence Prevention Fund\***
- Girl Scouts of the USA\***
- Harvard Medical School's Center of Excellence in Women's Health
- Heart and Soul\***
- Health Resources and Services Administration
- Howard University Hospital and the Women's Health Institute at Howard\***
- Indian Health Services
- Indiana University Center of Excellence in Women's Health
- Interamerican College of Physicians & Surgeons
- Iowa Department of Public Health
- Kansas Department of Health & Environment, Bureau of Health Promotion
- Kappa Alpha Psi Fraternity, Inc.
- Latina Magazine\***
- Look Good...Feel Better
- Minority Health Professions Foundation\***
- Mississippi State Department of Health
- National Alliance for Hispanic Health\***
- National Asian Women's Health Organization
- National Association of Community Health Centers, Inc.
- National Black Gay & Lesbian Leadership Forum
- National Black Women's Health Project
- National Coalition of 100 Black Women
- National Council of Negro Women

- National Institute on Managed Care, Inc.
- National Hispanic Medical Association
- National Latina Health Organization
- National Women's Health Network
- National Women's Health Resource Center\***
- Office of Women's Health at FDA
- Office of Women's Health - State of Georgia
- Oregon Health Division
- Organization of Chinese American Women\***
- Pennsylvania Department of Health
- President's Council on Physical Fitness & Sports
- Red Lake Comprehensive Health Services
- Shiloh Baptist Church
- Sigma Gamma Rho Sorority, Inc.
- Society for Women's Health Research
- The Alan Guttmacher Institute
- The Way of the Heart: The Promotora Institute\***
- Women's Research and Education Institute

\*Level I partners in the *Pick Your Path to Health* campaign

***Pick Your Path to Health***

**Materials Order Form**

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**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

<b>Materials</b>	<b>Quantity</b>	<b>Date Needed</b>
<b>Poster</b>		
<b>Pocket Planner</b>		
<b>Community Action Kit</b>		
<b>Disk of Community Action Kit</b>		

**Please mail or fax this form to:**

**Courtney Hewitt  
6101 Executive Boulevard, Suite 300  
Rockville, MD 20852  
301-984-7196 (Fax)**